



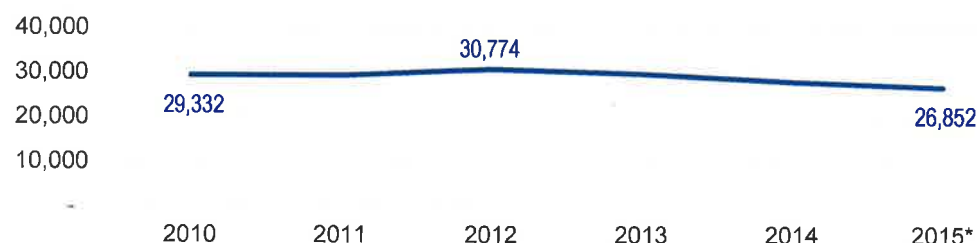
SLCC Enrollment Dashboard

Spring 2015

Third-Week Credit Enrollments	Spring		% change	5-yr Trend
	2014	2015		
Budget-related FTE	14,363	13,485	-6.1%	
Career & Technical Education FTE	4,651	4,481	-3.7%	
Concurrent Enrollment FTE	818	777	-5.0%	
Full-time students (%)	31.5%	30.4%	-3.5%	
Average Credit Load	8.63	8.52	-1.3%	

Credit Enrollments

Spring Third-week Enrollments (Total Headcount); 2010 - 2015



* Preliminary number (not official).

	Annual		5-yr Trend ⁴
	2014	2015 (YTD) ³	
School of Applied Technology	531	325	n/a
Non-credit Training Headcount (Custom Fit, STIT, GS 10KSM, Continuing Ed)	14,943	8,879	

Enrollment Initiatives	Spring		% change	5-yr Trend
	2014	2015		
Online FTE ¹	2,546	2,684	5.4%	
Hispanic/Latino enrollments (% of total) ²	13.5%	14.7%	8.9%	

¹SLCC Online enrollments have been increasing despite overall enrollment declines.

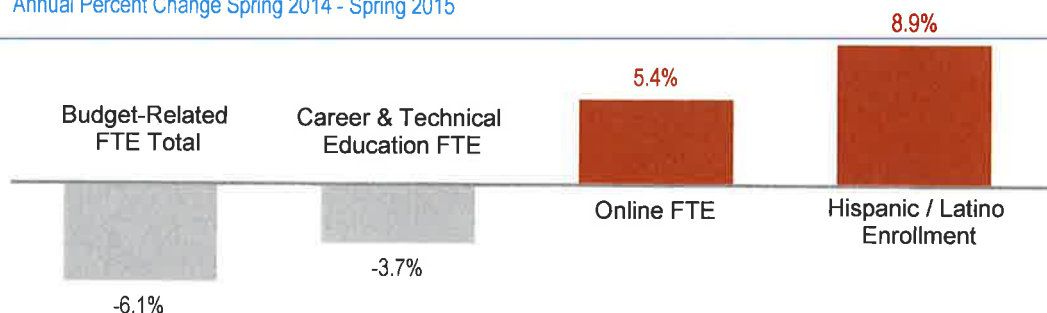
²The Latino Initiative's goal is to increase our proportion of Hispanic students to mirror SL County (20%).

³ YTD: Year-to-date compared to end of previous year

⁴ End of year 2011 through 2014

Third-Week Enrollment

Annual Percent Change Spring 2014 - Spring 2015



2015 Sundance Film Festival at SLCC's Grand Theatre

Media Activity Report

The 2015 Sundance Film Festival marked the addition of the 1,100-seat Grand Theatre at Salt Lake Community College's South City Campus as Sundance Institute's newest venue for screening movies in front of filmmakers, media and audiences from around the world. The Grand became the festival's second largest screening venue. Messages for the partnership with the Sundance Festival were strategically incorporated into all of the communications for the fall of 2014. **The Tanner Lecture (Cheryl Strayed), Brooke Gladstone, Selected Shorts** and Grand Theatre schedule promotions all contained the Sundance message.

- Leading up to the event, SLCC spread the word through public radio outlet and **NPR affiliate KUER** with underwriting information about the festival coming to The Grand. NPR Utah reaches **more than 160,000 listeners** in Utah and Idaho.
- A November 11 press release reached **1,086 reporters**, many of them in the entertainment industry, throughout the country. SLCC's messaging about the partnership with Sundance Institute resulted in **4,924** total media deliveries to outlets everywhere.
- The messages sent out by the College appeared or were published online and in print **459** times as news stories.
- Almost **129 million unique visitors** saw the news stories online with more than **541 million page views** over the Internet. If purchased, that kind of coverage or ad space, would total more than **\$233,000**.
- The news stories appeared in publications such as **USAToday, San Francisco Chronicle** and the **Boston Globe**. The most significant placement appeared in the **Huffington Post** online news service. This placement was **viewed by more than 47 million** unique visitors and carried an **ad value of more than \$82,000**.
- As media learned of The Grand's involvement and the theatre's association with the Center for Arts and Media at South City, requests came in from the likes of **A&E, AMC, NBC** and **Sundance Channel** for **14 media tours** of the new facility that serves the SLCC School of Arts, Communication & Media.
- Spreading the good fortune of having The Grand as part of the festival, the College gave away **570 promotional tickets** to students, faculty, staff and donors to view movies over the course of two weekends.

